MEETING OF THE EXECUTIVE COMMITTEE FOR EXPANSION

MARCH 5, 1966

T'ing Pei made a motion to start the meeting. Scott Robb distributed copies of the WVBR expansion proposal. The object of the meeting was to establish the criteria for affiliate selection and how it should operate.

What should the criteria include?

1. How large is the listening audience of the radio station?
2. What market do they serve?
3. Are they AM carrier current only?
4. Are they AM open?
5. Are they FM open?

It was decided that new stations must be Am carrier current, and that no affiliate can be

no affiliate can be smaller than the smallest Ivy station. The minimum audience was set at 1,000. This does not necessarily admit all stations that meet this requirement, but it allows to admit smaller "Ivy League" type schools.

RATES

Rates will remain the same. If Ivy suffers, this will have to be altered. It was pointed out that the client is really buying for the name of the school and not necessarily on the enrollment of the school.

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BROADCAST TIMES

Summary:

1. All stations must be Am carrier current operated.
2. Station must maintain a minimum listening audience of 1,000.
3. Proof of past performance__ sample of station's seven day composite period. (To be determined by the Ivy Board.)
4. Proof of present performance with air checks to prove it.
5. Tapes of typical programs should be submitted (sports, news, music, public affairs.)

Proof of present performance of the academic year which will contain the following:

1. Entertainment-representative of the entire program
   a. 15-minute tape during each of the following times: 6-7; 9-10; 11-12;
   b. live talent
   c. 15 seconds before and after break should be on tape
2. Complete tape of public affairs program.
3. Complete tape of news program.
4. Segment of play by play sporting event and sport's cast (All of the above shall be air checked)

VALUE OF RADIO STATION

New affiliate stations must:

1. List major equipement. (make, model and year)
2. present a graphic representation of personnel and corporate structure and any by laws they wish to include.

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VALUE OF RADIO STATION

New affiliate stations must:

1. List major equipement. (make, model and year)

2. present a graphic representation of personnel and corporate structure and any by laws they wish to include.

3. carry UPI or AP

4. maintain listing in current issue of Broadcasting Yearbook.

5. submit actual logs of station.

6. be student operated and managed.

7. return to Ivy within 30 days of receipt of requirements all information requested.

CHANGES IN SERVICE AGREEMENT

Paragraph 2

Whereas Ivy is a corporation. . . (after YBC; omit the rest)

. . . for its members (insert affiliate)

Paragraph 3

. . . with the affiliate stations (instead of member stations)

Paragraph 7

(last line) - at the descretion of "Ivy".

Paragraph 8 second sentence is omitted.

Paragraph 9

. . . operating expenses. (omit rest of sentence)

Paragraph 11

June 30, 19 - - (instead of June 30, 1961)

After paragraph 10, under the heading #6 , push all numbers down one. Insert:

Affiliates will be responsibbe for:

A. Broadcasting Ivy Network identifications;
B. Denoting their participation in the Ivy Radio Network in their administrative and commercial transactions;

3. carry UPI or AP

4. maintain listing in current issue of Broadcasting Yearbook.

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Affiliates will be responsible for:

A. Broadcasting Ivy Network identifications;
B. Deeming their participation in the Ivy Radio Network in their administrative and commercial transactions;

C. for supplying all information as required by the Ivy Network Sales Department;

D. submitting promptly all advertising affidavits, renewal reports and evidence of all promotional activities on behalf of Ivy clients.

Failure to comply to any of the above conditions shall constitute a basis for the termination of affiliate status.